

**Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended): A method for controlling a computer with recorded information of a digital video disk to obtain information from a vendor at a vendor location on a network, comprising the steps of:

embedding a unique user perceivable code in digital recorded video information of the digital video disk such that the unique user perceivable code will be output during the normal playback of the digital recorded video information and within the video/audio bandwidth thereof, the unique user perceivable code in close association with vendor routing information defining the route over the network from a user location to the vendor location but not containing such routing information;

operating the video disk at the user location disposed on the network to read the digital recorded video information therefrom from within the video/audio playback bandwidth and outputting the read digital recorded video information on a display at the user location;

extracting the unique user perceivable code with an extractor during output of the digital recorded video information to a user at the user location; and

in response to the step of extracting the unique user perceivable code, transmitting the unique user perceivable code from the user location to an intermediate location on the network in accordance with intermediate location routing information stored at the user location, wherein the vendor routing information is returned to the user location from the intermediate location for processing by a computer at the user location to control the operation thereof to access the information from the vendor at the vendor location on the network.

2. (Previously Presented): The method of Claim 1, wherein, after the step of transmitting:

the unique user perceivable code to the intermediate location, comprises the step of:

accessing at the intermediate location a database of vendor routing information in response to receiving at the intermediate location the transmitted unique user perceivable code from

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the user location, the database providing an association between the unique user perceivable code and a vendor location on the network, there being a plurality of such vendor routing information stored in the database;

comparing the received unique user perceivable code with the stored unique user  
5 perceivable codes associated with vendor routing information in the database;

if there is a match between the received unique user perceivable code and any of the stored unique user perceivable codes associated with vendor routing information, transmitting the vendor routing information corresponding to the matched unique user perceivable codes back to the user location; and

10 in response to receiving the matching vendor routing information at the user location, interconnecting the user location with the vendor location over the network and receiving vendor information therefrom.

3. (Previously Presented): The method of Claim 2, wherein the user location further includes user ID information that uniquely identifies the user location, and:

wherein the database at the intermediate location includes user profile information which is associated therein with the user ID information of the user location, and

5 wherein the step of transmitting the unique user perceivable code over the network to the intermediate location also includes transmitting the user ID information to the intermediate location, and the step of matching further comprises:

matching the received user ID information of the user location with user stored profile information associated with the received user ID information, and

10 wherein the step of transmitting the matching vendor routing information back to the user location further includes appending to the vendor routing information the stored profile information, and

wherein the stored profile information is transmitted to the vendor location via the user location.

4. (Original): The method of Claim 1, wherein the network is a global communication network that provides a universal resource locator (URL) for each location on the network and the routing

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information is comprised of the URL for the location.

5. (Currently Amended): The method of Claim 1, wherein the unique perceivable code is an audible tone that was output within the audio/video bandwidth of playback and it is perceivable.

6. (Currently Amended): A method for controlling a computer with recorded information of a digital video disk to obtain information from a vendor at a vendor location on a network, comprising the steps of:

embedding a unique user perceivable code in digital recorded video information such  
5 that the unique user perceivable code will be output during the normal playback of the digital recorded video information and within the video/audio bandwidth thereof, the unique user perceivable code in close association with vendor routing information defining the route over the network from a user location to the vendor location but not containing such routing information;

operating the video disk at the user location disposed on the network to read the digital  
10 recorded video information therefrom from within the video/audio playback bandwidth and outputting the read digital recorded video information on a display at the user location;

extracting the unique user perceivable code with an extractor during output of the digital recorded video information to a user at the user location;

in response to extracting the unique user perceivable code, transmitting the unique user  
15 perceivable code from the user location to an intermediate location disposed on the network in accordance intermediate location with routing information of the intermediate location stored at the user location;

performing a matching operation of unique user perceivable codes associated with  
vendor routing information stored at the intermediate location with the received unique user perceivable  
20 code to return to the user location matching vendor routing information of a vendor location disposed on the network, the vendor location having the vendor information contained thereat; and.

accessing the vendor location from the user location in accordance with the vendor routing information of the vendor location to return the vendor information to the user location for processing by a computer at the user location to control the operation thereof.

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7. (Previously Presented): The method of Claim 6, wherein the step of performing a matching operation includes the steps of:

accessing at the intermediate location a database of vendor routing information in response to receiving at the intermediate location the transmitted unique user perceivable code from the user location, the database providing an association between the unique user perceivable code and the vendor location on the network, there being a plurality of such vendor routing information stored in the database; and

in response to receiving the matching vendor routing information at the user location, interconnecting the user location with the vendor location over the network and receiving the vendor information therefrom.

8. (Previously Presented): The method of Claim 7, wherein the user location further includes user ID information that uniquely identifies the user location, and

wherein the database at the intermediate location includes user profile information which is associated therein with the user ID information of the user location, and

wherein the step of transmitting the unique user perceivable code over the network to the intermediate location also includes transmitting the user ID information to the intermediate location, and the step of matching further comprises the steps of:

matching the received user ID information of the user location with stored profile information associated with the received user ID information, and

wherein the step of transmitting the matching vendor routing information back to the user location further includes appending to the vendor routing information the stored profile information, and

wherein the stored profile information is transmitted to the vendor location via the user location.

9. (Original): The method of Claim 6, wherein the network is a global communication network that provides a universal resource locator (URL) for each location on the network and the routing information is comprised of the URL for the location.

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10. (Currently Amended): The method of Claim 6, wherein the unique user perceivable code is an audible tone that was output within the audio/video bandwidth of playback and it is perceivable.

11. (Currently Amended): A method of controlling a user computer disposed on a network with a unique user perceivable code signal embedded in a prerecorded video/audio media signal, during local playback of the prerecorded media signal, comprising the steps of:

enabling playback of the prerecorded media signal on a device coupled to the user  
5 computer to read the unique user perceivable code signal from the prerecorded media signal into the user computer during playback of the prerecorded media signal such that the unique user perceivable code will be output during the normal playback of the prerecorded media signal and within the video/audio bandwidth thereof;

extracting from within the video/audio playback bandwidth the unique user perceivable  
10 code from the unique user perceivable code signal read in the user computer for assembly into a communication transmitted to an intermediate location on the network wherein the unique user perceivable code is associated in a relational database with vendor routing information for vendor information associated with content in the prerecorded media signal, wherein the unique user perceivable code signal has no routing information contained therein; and

15 returning the vendor routing information associated with the unique user perceivable code to the user computer to enable completing a message packet for transmission to a remote location on the network corresponding to the vendor routing information to request that the vendor information associated with content in the prerecorded media signal be transmitted to the user computer for controlling the operation thereof.

12. (Previously Presented): The method of Claim 11, wherein the prerecorded media signal is encoded in a digital storage media.

13. (Previously Presented): The method of Claim 12, wherein the digital storage media comprises one selected from the group consisting of digital video disc (DVD), digital audio tape (DAT), compact disc, CD-ROM, video magnetic tape, rotating magnetic disc and a semiconductor device array.

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14. (Previously Presented): The method of Claim 11, wherein the device enabling playback is integrated with the user computer.

15. (Canceled):

16. (Previously Presented): The method of Claim 11, wherein the step of extracting includes a step of processing, at the intermediate location, the communication from the user computer to provide the vendor routing information associated with the unique user perceivable code transmitted in the communication.

17. (Previously Presented): The method of Claim 11, further comprising the step of:  
transmitting the message packet from the user computer to the vendor information location to request the vendor information.

18. (Previously Presented): The method of Claim 17, further comprising the step of:  
delivering the vendor information to the user computer.

19. (Previously Presented): The method of Claim 18, further comprising the step of:  
displaying the vendor information.

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